



**PACKAGING GUIDE  
2020**



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♥ **COLOR  
PALETTE**



**LADYBUG**



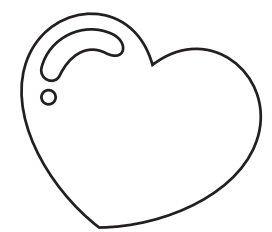
**PMS  
485 C**

**C 02 M 96  
Y 100 K 00  
R225 G32 B20**



**PMS  
•BLACK 6C**

**C 00 M 00  
Y 00 K 100  
R29 G29 B27**



White



**PMS 213 C  
C00 M92 Y38 K00  
R232 G31 B118**



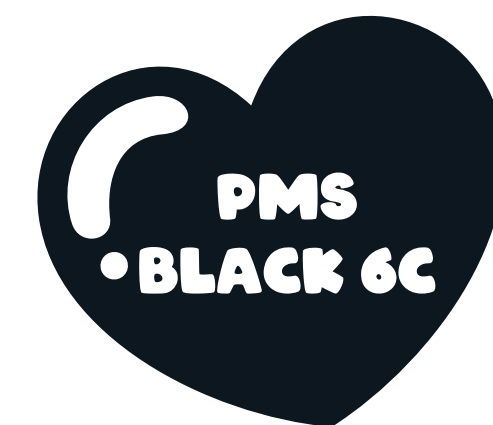
**PMS 186 C  
C02 M96 Y100 K10  
R206 G14 B45**

**CAT NOIR**



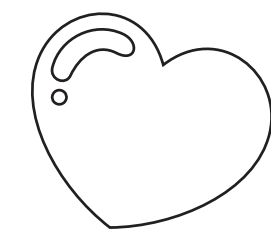
**PMS  
375 C**

**C 40 M 00  
Y 100 K 00  
R175 G202 B11**



**PMS  
•BLACK 6C**

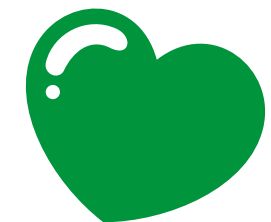
**C 00 M 00  
Y 00 K 100  
R29 G29 B27**



White



**PMS 381 C  
C25 M00 Y100 K00  
R205 G219 B00**



**PMS 355 C  
C85 M15Y100 K0  
R00 G148 B59**

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## TITLE FONT

**ARCO**

**A B C D E F G H I J K**  
**L M N O P Q R S T U**  
**V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**  
**., ? ! @ ( ) \***

## SUB-TITLE FONT

**FRUTIGER ROMAN**

**A B C D E F G H I J K L**  
**M N O P Q R S T U V**  
**W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**  
**., ? ! @ ( ) \***

## TEXT FONT

**FRUTIGER BOLD**  
**ITALIC**

**A B C D E F G H I J K L**  
**M N O P Q R S T U V**  
**W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**  
**., ? ! @ ( ) \***



**PRIMARY LOGO**





## PRIORITY VERSION

*to be used in the front pack*

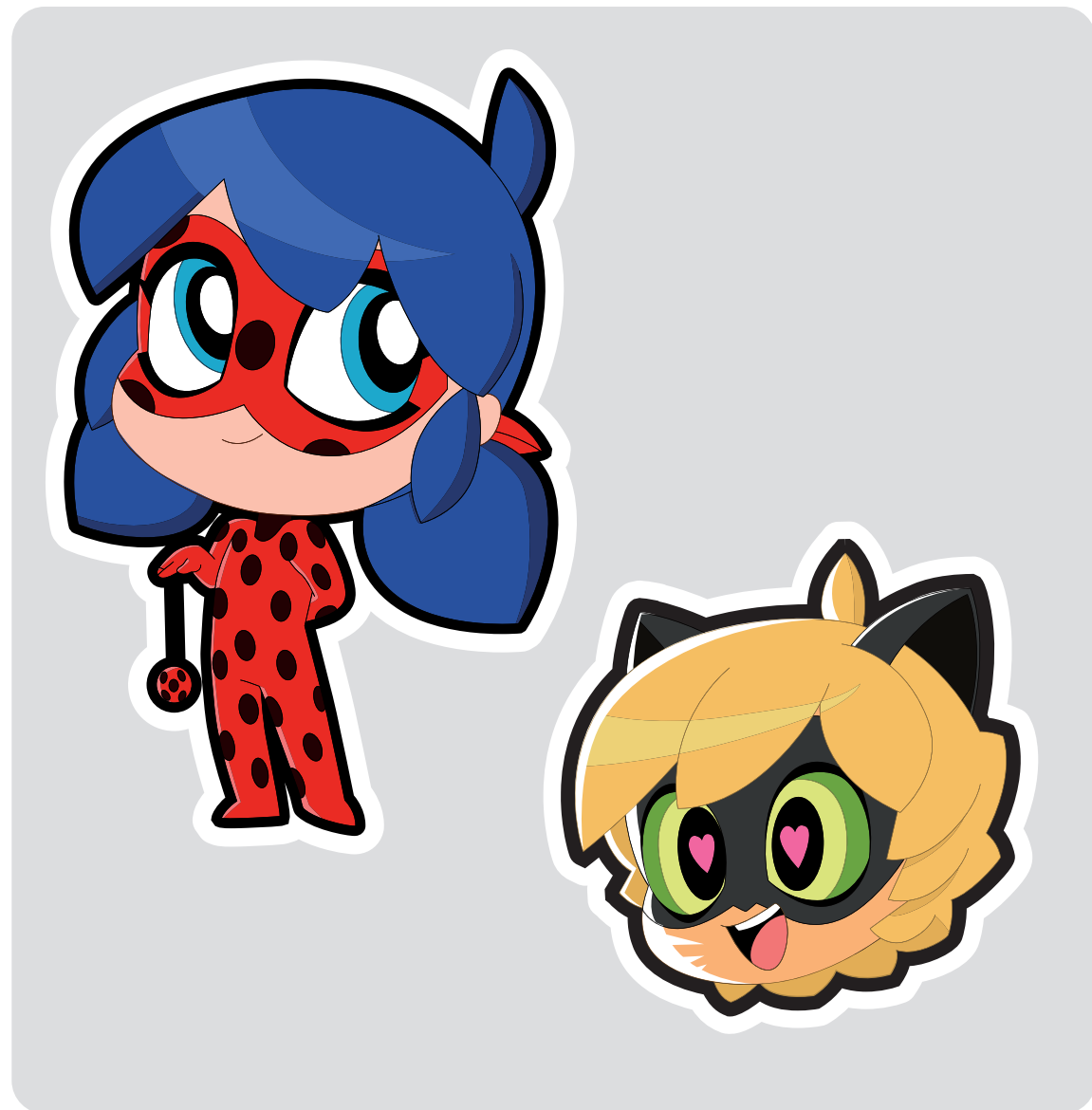
## ONE COLOR LOGO

*to be used only in clothes tags*





# CHARACTERS VERSIONS



FRONT ILLUSTRATIONS

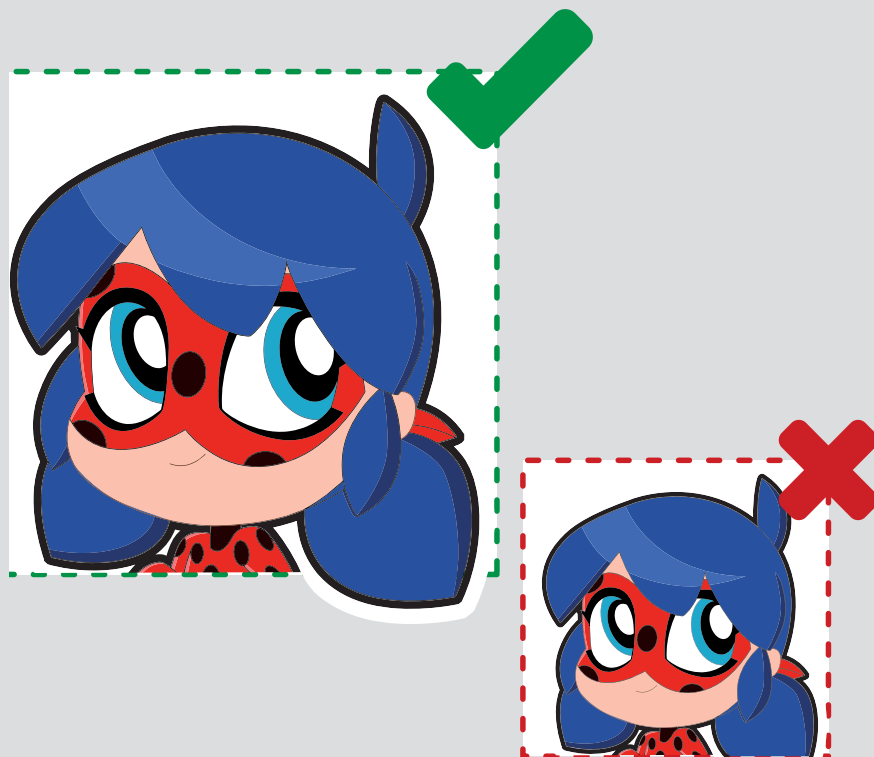


SIDE ILLUSTRATIONS

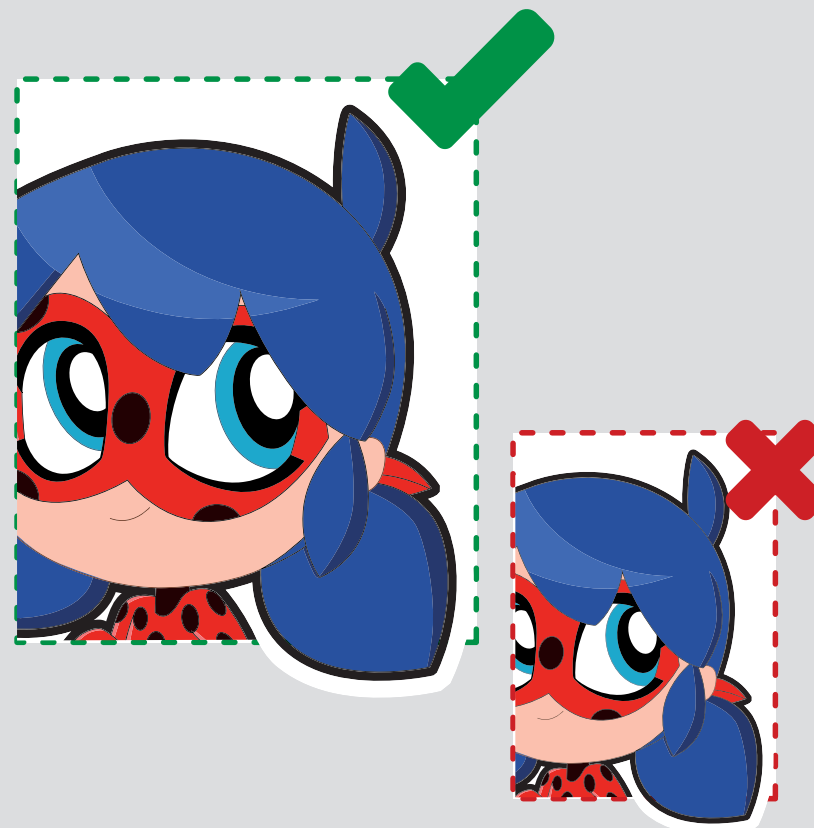


BACK ILLUSTRATIONS

# CHARACTERS CROP



**1. DO NOT CROP  
LADYBUG'S HAIR**



**2. DO NOT CROP  
CHARACTER'S EYES**



**3. DO NOT CROP  
CHARACTER'S ACTION**





## ICONS AND GRAPHICS



FRONT AND BACK CALL OUTS



SIDE CALL OUTS



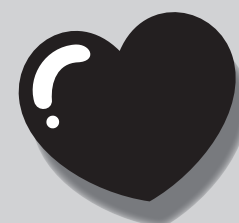
PRODUCT'S NAME FRAME



LADYBUG  
ICON



CAT NOIR  
ICON



ICON 3



TEXTURE 1



# ♥ BACKGROUNDS



**LADYBUG BACKGROUND**



**CAT NOIR BACKGROUND**



# CONSTRUCTION BUILDING SYSTEM



## STEP 1: CREATE BOX FORMAT

**HEADER**



**LEFT SIDE**

**FRONT**

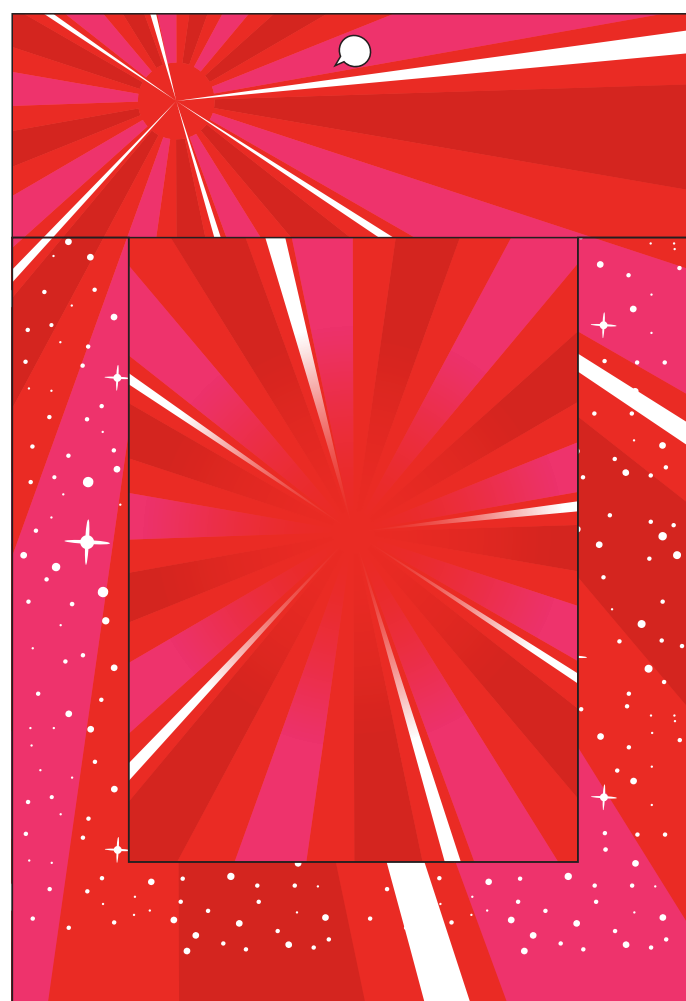
**RIGHT SIDE**

**BACK**



## STEP 2: ADD BACKGROUND AND TEXTURE

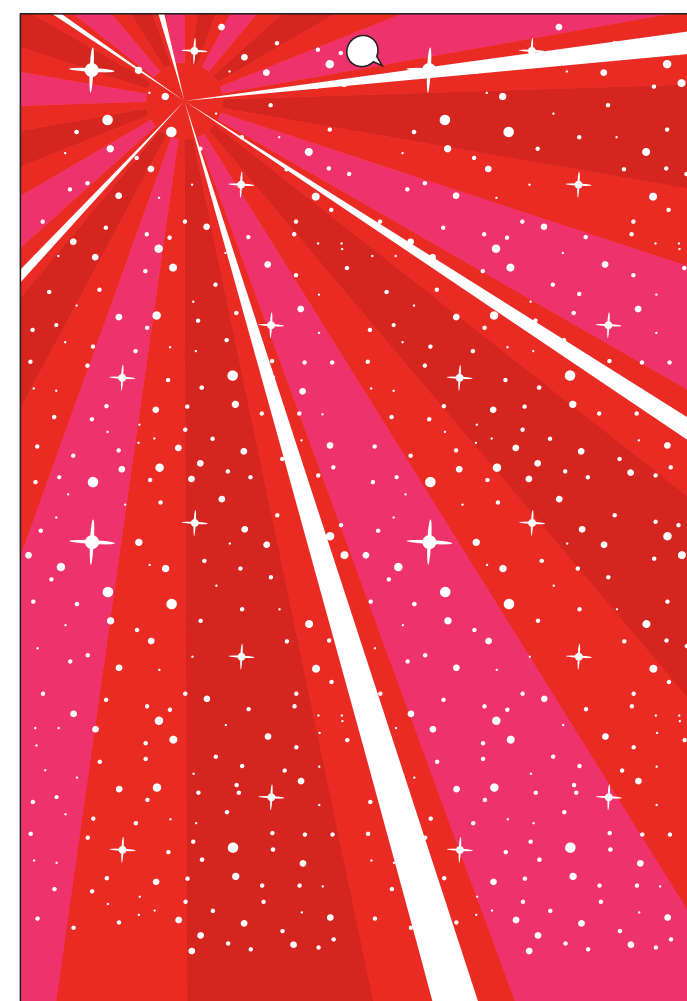
**HEADER**



**LEFT SIDE**



**RIGHT SIDE**



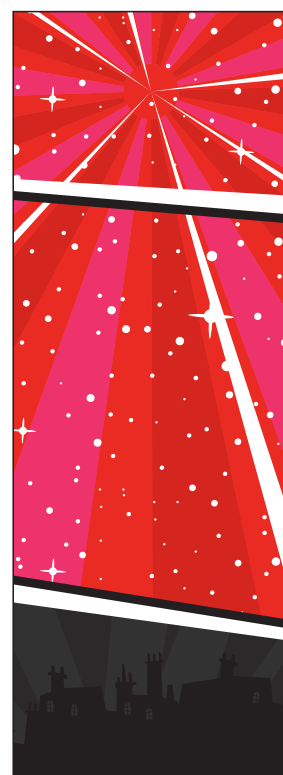
**BACK**

## STEP 3: ADD BLACK BASE AND GRAPHIC LINES

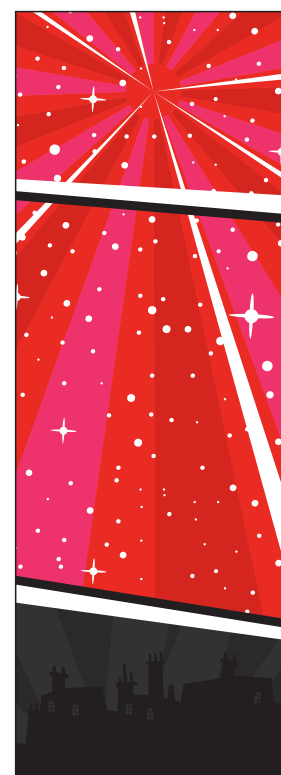
**HEADER**



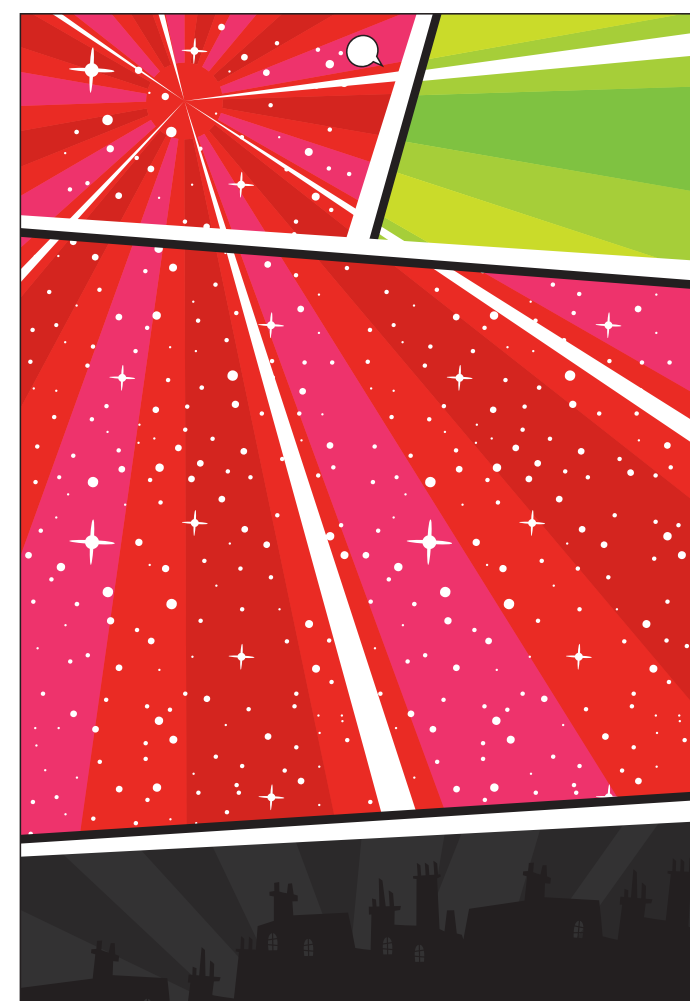
**FRONT**



**LEFT SIDE**



**RIGHT SIDE**



**BACK**



# CONSTRUCTION BUILDING SYSTEM

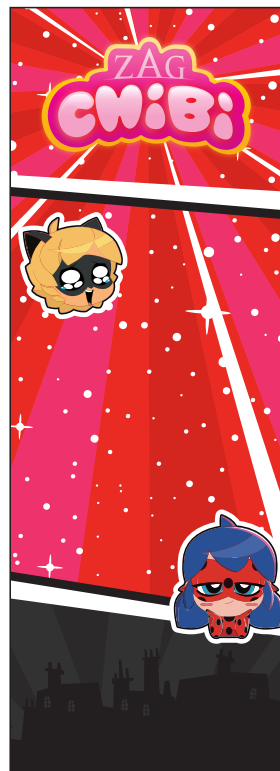


## STEP 4: ADD LOGOS AND CHARACTERS

HEADER



FRONT



LEFT SIDE



RIGHT SIDE



BACK

"Background" element  
is always centralized  
with logo center.



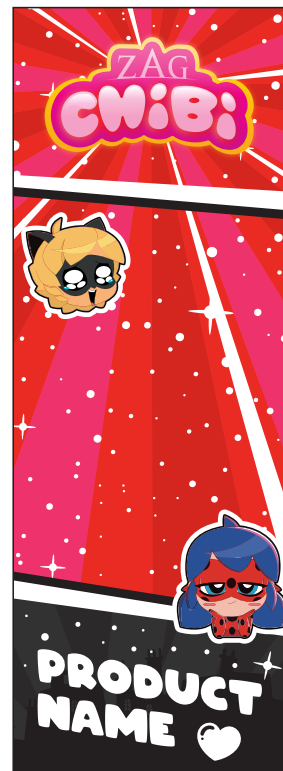


# CONSTRUCTION BUILDING SYSTEM



## STEP 5: ADD PRODUCT NAME AND INFORMATION

### HEADER



LEFT SIDE



FRONT



RIGHT SIDE



BACK



# CONSTRUCTION BUILDING SYSTEM



## STEP 6: ADD CALL OUTS AND PRODUCT PHOTO

### HEADER



LEFT SIDE



FRONT



RIGHT SIDE



BACK

# CONSTRUCTION BUILDING SYSTEM



## STEP 7: ADD ICONS AND LICENSEE LOGO

### HEADER

Create front window  
cut following character  
and call outs contour



LEFT SIDE



FRONT



RIGHT SIDE



BACK



# BOX WITH WINDOW AND HEADER



## HEADER



LEFT SIDE



FRONT



RIGHT SIDE



BACK

# BOX WITH WINDOW AND HEADER





# **WINDOW BOX**



**LEFT SIDE**



**FRONT**



**RIGHT SIDE**



**BACK**

# **WINDOW BOX**







# VERTICAL WINDOW BOX



LEFT SIDE



FRONT



RIGHT SIDE



BACK

# **VERTICAL WINDOW BOX**







# HORIZONTAL BOX WITH DOBLE WINDOW



TOP



FRONT



LEFT SIDE



RIGHT SIDE



BASE



# HORIZONTAL BOX WITH DOBLE WINDOW



# **SIMPLE BOX**



**LEFT SIDE**



**FRONT**



**RIGHT SIDE**



**BACK**



# **SIMPLE BOX**



# ♥ SQUARE BLISTER



FRONT



BACK

# VERTICAL BLISTER



FRONT



BACK





**FRONT**



**BACK**



**FRONT**



**BACK**

♥ SPECIAL HANG TAG



FRONT



BACK

EXTERNAL TAG



INTERNAL TAG





ZAG  
CWiBi!



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CAT NOIR  
PACKAGING







# CHARACTERS VERSIONS



FRONT ILLUSTRATIONS



SIDE ILLUSTRATIONS



BACK ILLUSTRATIONS

# TRANSFORM LADYBUG PACK INTO CAT NOIR PACK



substitute red  
background for the  
green version

substitute  
Ladybug's  
illustration for  
Cat Noir's



substitute green  
background for the red  
version

substitute Cat Noir's  
illustration for  
Ladybug's and change call  
out's text color.

substitute  
Ladybug's icons for  
Cat Noir's

# BOX WITH WINDOW AND HEADER



## HEADER



LEFT SIDE



FRONT



RIGHT SIDE



BACK



# **BOX WITH WINDOW AND HEADER**





# ♥ SQUARE BLISTER



FRONT



BACK

# HANG TAG



FRONT



BACK

♥ **SPECIAL HANG TAG**



**FRONT**



**BACK**





# TEXTILE LABEL



## EXTERNAL TAG

SEAM



FOLD

SEAM

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SEAM

## INTERNAL TAG

SEAM



FOLD

SEAM

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SEAM

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